



Loddon Campaspe Sports Assembly Inc.
Trading as Sports Focus
14 Nolan Street
Bendigo VIC 3550

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POSITION DESCRIPTION

POSITION TITLE:	PROJECT COORDINATOR – Program Delivery and Digital Communications
CLASSIFICATION:	Social, Community, Home Care and Disability Services Industry Award 2010
LOCATION:	14 Nolan Street, BENDIGO
RESPONSIBLE TO:	Program Manager
DIRECT REPORTS:	Nil
CRITICAL RELATIONSHIPS:	Program Manager, Business Manager, Program staff and Community Sport Clubs.
TIME ALLOCATION:	0.6 – 1.0 EFT

POSITION SUMMARY

Organisation:

The Loddon Campaspe Sports Assembly trading as; Sports Focus is a non-profit organisation established in 1983 by Sport and Recreation Victoria. Sports Focus' mission is to support the development of a sustainable sport and active recreation sector. The organisation is governed by a volunteer Board of Management and is supported to coordinate and implement a diverse range of programs and services in response to community need and funding provider guidelines. Sports Focus services the six local government regions of Campaspe, Central Goldfields, Greater Bendigo, Loddon, Macedon Ranges and Mount Alexander. Our primary funding is provided through Department of Health and Human Services to deliver the Together More Active Program and VicHealth for the delivery of the Regional Sport Partnership. As an evidence-based organisation, Sports Focus is committed to a business model that delivers and supports both funded and schedule of rates community sporting club development. Acknowledging that we can't be all things to everyone, we influence and support where there is the greatest need and benefit to the community we serve.

Primary Objectives:

As the Project Coordinator, your primary role is to achieve the following outcomes from a range of projects undertaken:

1. Working with the Sports Focus team, support the development and implementation of sustainable participation opportunities for marginalised and/or under-represented groups within our community.
2. To build the capacity of sport and active recreation providers through; enhancing the knowledge and skills of volunteer administrators, coaches and/or officials and supporting the development of healthy and inclusive policies and practices.
3. To develop and grow partnerships that will contribute to the success of our program delivery.
4. To coordinate the creation and distribution of Sports Focus' digital communications content.
5. To apply rigorous evaluation across your programs to achieve improved community outcomes.
6. To support the team at Sports Focus to achieve its vision of a physically active, connected, inclusive and resilient community.

These program outcomes are to be achieved through a broader framework that embraces; sustainability, best practice, partnerships/collaboration and innovation in program planning, implementation and evaluation.

Qualifications:

To enhance your opportunity for success in this position, it is preferred that you hold a Bachelor Degree in Public Health (Health Promotion) or similar field of study such as Community Development and a related qualification/experience in Digital Communications.

Duties & Responsibilities:

Your role in the organisation is to support the development of inclusive opportunities for all members of the community. Your proactive and creative approach will assist sporting clubs to recognise and embrace environments that encourage increased participation. Your understanding of the sport and active recreation sector will ensure you achieve the outcomes expected from our strategic and short-term planning.

As an indicative guide you will have the following key responsibilities:

General:

- . Prompt response and support to community requests.
- . Basic knowledge and understanding of the organisation's Policies and Procedures and the application of its directives.

- . Maintain the applicable information systems in accordance with organisational guidelines/directives.
- . Keep abreast of, through research and training, developments in technology that could assist Sports Focus in achieving its strategic objectives and meet the needs of the community sport sector.
- . Compliance with the organisation's Occupational Health and Safety policies, including reporting any potential risks.
- . Commitment and support to the development of Sports Focus' growth and sustainability business model.
- . Understand how your work contributes to the achievement of the organisation's strategic objectives.

Project Management:

- . Ensure that specific projects operate within the appropriate funding & service frameworks.
- . Participate in planning processes both internal and external.
- . Attend relevant industry forums and meetings.
- . Liaise with external organisations involved in the provision of healthy sport and active recreation environments.
- . Be prepared to work in accordance with the operating hours of the sector you service in order to maximise the benefits of our funded programs.
- . Undertake community consultation processes to develop a deeper understanding.
- . Identify key issues, service gaps and development opportunities in relation to the provision of inclusive & sustainable community sport and recreation environments.
- . Develop collaborative partnerships and networks within the community that support the development of strategies for increasing access and participation by all in community sport and active recreation.
- . Where necessary act as an advocate for specific projects & population groups.
- . Coordinate education, training and capacity building activities as required.
- . Ensure timely and accurate data entry into the appropriate Sports Focus Club Management System (CMS).

Digital Communications (Internal):

- . Develop an annual communications plan in line the organisation's digital communications strategy.
- . Coordinate the creation of strategic cross-channel content promoting the work and support services of Sports Focus.

- . Manage content and presence on all social media platforms (Facebook, Instagram, LinkedIn, Twitter and YouTube) that is captivating and persuasive, through the creation of posts, videos and other mediums in order to maximise exposure and audience buy-in.
- . Monitor, understand and evaluate social media analytics and data, updating processes and practices where appropriate to deliver optimal digital communications.
- . Appropriately represent and promote Sports Focus, its major partners and key stakeholders.
- . Take a lead role in the ongoing development and maintenance of the Sports Focus website.
- . Coordinate the publication of all electronic communications (e-Newsletters, Promotional Flyers, Case Studies) to optimise the customer's experience through consistency and quality of messaging.
- . Maintain a secure online presence in accordance with organisational policies and report any associated risks directly to management.
- . Ensure all content and promotions are reflective of Sports Focus' values and reputation.

Digital Communications (Community Sport Partnerships):

- . Gain an understanding of how community sport participants prefer to be communicated to by their club(s).
- . Support the development of a suite of resources to support the digital communications needs of the community sport sector.
- . Actively engage with the community sport sector to promote and support the participation opportunities that exist through Sports Focus.
- . Work collaboratively with the Community Sport Partnerships consultant to coordinate and deliver on our digital communications strategy.

Reporting & Evaluation:

- . Attend Sports Focus Team Meetings and provide written and verbal reports on the status of projects as requested.
- . Monitor, report and evaluate outcomes against project objectives and strategies.
- . Where necessary facilitate and participate in evaluation processes.

Key Selection Criteria:

- . Tertiary qualification in Health Promotion or a similar field of study such as Community Development.
- . Demonstrated knowledge of the sport and active recreation sector at a community club level.
- . Experience in project planning, implementation and evaluation.
- . Understanding of how to engage a broad range of population groups Eg: People with a disability, Multicultural, Aboriginal and/or Torres Strait Islander and any other marginalised or under-represented group in the community.
- . Competence in the use and application of effective digital communications to maximise impact, growth and to build reputation.
- . Adherence to the principles of effective time management.
- . Good written and verbal communication skills.
- . Ability to work unsupervised and/or as part of a small team.
- . Current driver's licence.
- . Eligibility to obtain a Victorian Working with Children Check.

Further Information:

Further information regarding this position can be obtained by contacting either Shelley Mulqueen or Stuart Craig at Sports Focus on 5442 3101 or by email; admin@sportsfocus.com.au